

USAPAVILION

SIAL PARIS 2004 The Global Food Marketplace **OCTOBER 17-21, 2004** Paris, France



USDA ENDORSED Officially Endorsed by U.S. Department of Agriculture FAS Trade Show Office – Washington, DC
and the Office of Agricultural Affairs/U.S. Embassy – Paris, France **Organized by** IMEX Management, Inc. – Charlotte, NC

Exhibitor Registration File 2004



United States Department of Agriculture
Foreign Agricultural Service
Office of Agricultural Affairs
American Embassy – Paris



Dear Food Industry Executive,

The Office of Agricultural Affairs of the American Embassy in Paris and IMEX Management invite your company to participate in the Official USA Pavilion at SIAL 2004 in Paris, France, scheduled for October 17-21, 2004.

Every even year, SIAL is the world's #1 food products exhibition. It attracts importers and distributors not only from the European Union but also from the rest of Europe, the Middle East, Africa and Asia. Last year, SIAL welcomed 5,240 exhibitors from the five continents and attracted over 135,000 trade visitors and 1,300 journalists from 58 countries, half of them belonging to the international press. Importers and buyers made a point of visiting the widely-attended USA Pavilion, a large number of them placing orders on the spot.

The SIAL trade show has shown a continuing increase in visitors from all over the world, especially from Eastern countries and the Middle East. In addition, the success of the hotel/restaurant and institution sector (HRI) will make SIAL 2004 an indicator of consumption trends and the world spotlight on food innovations. Holding a booth there will permit you to meet with your current and potential customers in the food distribution and food service industries.

IMEX Management, U.S. Representative of SIAL located in Charlotte, NC, is again working with us to organize the Official USA Pavilion at SIAL 2004. The company offers exhibitors a full-service package designed to minimize preparation time and maximize the effectiveness of your show participation. Please contact IMEX directly to reserve your booth now.

It is the right time to take steps to show the world your products in the USA Pavilion at SIAL 2004. We all look forward to seeing you in Paris.

Sincerely,

Besa L. Kotati
Agricultural Minister-Counselor
Office of Agricultural Affairs

**OFFICE OF AGRICULTURAL AFFAIRS
U.S. EMBASSY – PARIS**

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**US DEPARTMENT OF AGRICULTURE
FOREIGN AGRICULTURAL SERVICE
TRADE SHOW OFFICE**

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SIAL2004

A Rendez-Vous of the Global Food Marketplace

The 20th edition of SIAL Paris confirmed SIAL's position as the international showcase for the food industry and the key meeting place for professionals from around the globe with 5,240 exhibitors from 98 countries (72% international) and 135,285 visitors from 188 countries (49% international).

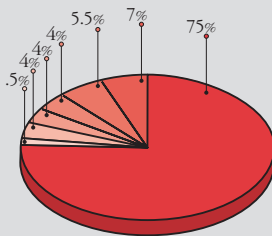
TRADE-ONLY PROFESSIONAL VISITORS

Importers & Wholesalers ■ Agents & Distributors ■ Supermarkets & Hypermarkets ■ Department Stores & Niche Retailers ■ Hotels & Restaurants ■ Food Service Buyers ■ Fast Food ■ Airlines ■ Duty-Free Stores ■ Mail Order Catalogs

FOOD SECTORS REPRESENTED

Ingredients & Additives ■ Dairy Products ■ Fresh & Cured Meats ■ Poultry & Game ■ Seafood ■ Fruits & Vegetables ■ Confectionery ■ Delicatessen Products ■ Preserved Foods ■ Frozen Products ■ Organic Products ■ Grocery, Dietetic & Health Foods ■ Pet Foods ■ Wine & Spirits ■ Other Alcoholic Beverages ■ Non-Alcoholic Beverages ■ Food Service Products ■ Regions of France ■ National Pavilions ■ Trade Services

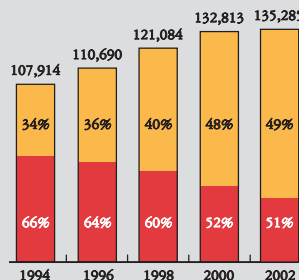
5,240 EXHIBITORS FROM 98 COUNTRIES



Exhibitors by Continent

- 75% Europe
- 7% Asia
- 5.5% South America
- 4% Africa
- 4% Middle East
- 4% North America
- .5% Oceania

INCREASE IN THE NUMBER OF VISITORS SINCE 1994

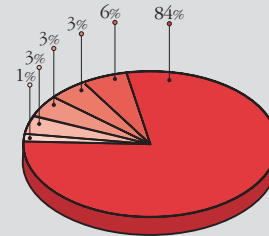


- International
- France

1,300 JOURNALISTS FROM 58 COUNTRIES

2004: 10 NEW COUNTRIES ARE OFFICIALLY JOINING THE EUROPEAN UNION!

135,285 INDUSTRY VISITORS FROM 188 COUNTRIES



International Visitors by Geographic Regions

- 84% Europe
- 6% North America and South America
- 3% Middle East
- 3% Asia
- 3% Africa
- 1% Oceania

THE OFFICIAL USA PAVILION AT SIAL 2004

Participation in the official USDA-endorsed USA Pavilion at SIAL 2004 offers you the prestige and visibility of exhibiting with other US companies while keeping your own identity...your individual booth with a cost-effective, complete service package eliminating language barriers, communication lag-time and currency transfers.

EXCLUSIVE SERVICES & AMENITIES TO ALL USA PAVILION PARTICIPANTS:

- Marketing support services from the USDA/Office of Agricultural Affairs in Paris including local promotion to importers, on-site market briefing and on-going market assistance during the show
- Pre-show promotion
- Strong USA identification – focal point for international importers and brokers
- Welcome Desk and Pavilion Hospitality Lounge with complimentary refreshments
- Private Meeting Rooms and Business Service Center (telephone, fax, copier, word processing)
- Internet Café
- An event/reception honoring U.S. exhibitors
- Prime location on show floor
- One individual entry in official SIAL Catalog, USA Pavilion Directory and SIAL website
- Link to exhibitor's website
- Professional guidance and total logistical coordination from bilingual IMEX Management staff in the U.S. and on-site in Paris
- Assistance with hotel accommodations and customs waivers
- Daily booth cleaning



FULL BOOTH (12 sqm)

All services & amenities plus:

- Wall-to-wall carpeting
- Back and side hard walls
- Fascia with company name
- 6 spotlights
- 1 220-volt outlet
- 1 round table
- 2 chairs
- 1 lockable demonstration counter
- 1 lockable showcase counter
- 4 wall shelves (1 meter long each)
- Wastebasket
- One-way shipping of 100 pounds of product samples
- 4 exhibitor badges
- 40 complimentary visitor invitations



HALF BOOTH (6 sqm)

All services & amenities plus:

- Wall-to-wall carpeting
- Back and side hard walls
- Fascia with company name
- 3 spotlights
- 1 220-volt outlet
- 1 barstool
- 1 lockable demonstration counter
- 2 wall shelves (1 meter long each)
- Wastebasket
- One-way shipping of 50 pounds of product samples
- 2 exhibitor badges
- 40 complimentary visitor invitations



WORKSTATION

All services & amenities plus:

- Wall-to-wall carpeting
- 1 meter display wall
- Fascia with company name
- Lighting
- 1 lockable demonstration counter
- 1 barstool
- 2 wall shelves (1 meter long each)
- Wastebasket
- 1 exhibitor badge
- 40 complimentary visitor invitations

RAW SPACE (100 sqm min.)

Exhibitors interested in customizing a large space can select our Raw Space option which includes all services & amenities plus:

- Exhibit space
- Carpeting
- One-way shipping of 100 pounds of product samples per fraction of 12 sqm contracted
- 4 Exhibitor Badges per 12 sqm
- 40 complimentary visitor invitations per fraction of 12 sqm contracted

**Standfitting not included (proposal will be made based on exhibitor requirements).*

EARLY REGISTRATION Through FEBRUARY 1, 2004

| | |
|---------------------|-------------------|
| Full Booth – 12 sqm | \$9,500* / 12 sqm |
| Half Booth – 6 sqm | \$5,000* / 6 sqm |
| Work Station | \$3,500* |
| Raw Space | \$475* / sqm |

Corner Premium: \$1,000/corner

STANDARD REGISTRATION After FEBRUARY 1, 2004

| | |
|---------------------|--------------------|
| Full Booth – 12 sqm | \$10,500* / 12 sqm |
| Half Booth – 6 sqm | \$5,525* / 6 sqm |
| Work Station | \$3,850* |
| Raw Space | \$525* / sqm |

**19.6% Refundable VAT Not Included*



APPLICATION INFORMATION

Application to exhibit in the USA Pavilion at SIAL 2004 must be made by June 1, 2004, by completing the USA Pavilion Booth Application & Contract Form, and returning it with 50% deposit to IMEX Management, Inc. in Charlotte, North Carolina. IMEX Management reserves the right to accept or refuse applications to exhibit for any reason.

By submitting an application, the applicant agrees to and is bound by the USA Pavilion Terms & Conditions, as well as conditions, rules and regulations stipulated by the Show Organizers and IMEX Management.

BOOTH SELECTION/FLOORPLAN

We urge you to submit your application and adequate deposit early as space is limited and will be allocated based in the order applications and deposits are received. As soon as the floorplan has been designed (*January 2004*), it will be sent to all registered exhibitors for booth selection. No booths will be reserved prior to our receiving an executed contract and deposit. IMEX Management and SIAL have sole authority to assign, reassign and allocate space in the USA Pavilion.

PAYMENT INFO

The 50% deposit (*including VAT*) due with the Booth Application & Contract Form may be issued by check or money order payable to

IMEX Management, Inc.
505 East Boulevard, Suite 200
Charlotte, NC 28203 USA

Applications received without 50% deposit will not be allocated booth space. The balance of all fees must be paid no later than June 1, 2004.

ORIGIN OF PRODUCTS

All USA Pavilion exhibitors must promote and display only products consisting of at least 50% agricultural and/or food ingredients of U.S. origin computed on a value or volume basis. Product labels must indicate that the products were either produced or processed in the United States.

The USDA and/or USA Pavilion Management have the authority to require removal of any non-U.S. products from Exhibitor's booth.

CANCELLATION POLICY

All cancellations must be submitted in writing by certified mail, return-receipt requested to IMEX Management. IMEX Management bases its irrevocable space rental commitment on the sum of individual exhibitor commitments. The deposit of 50% of the total participation fee is therefore non-refundable. After June 1, 2004, withdrawal of the exhibitor will result in 100% of the participation fee being due as damage.

VAT

French tax law requires all trade show organizers to charge Value Added Tax (*VAT*) on stand rental and other exhibitor costs. American companies are entitled to a refund of the *VAT* amounts paid, on condition that the *VAT* refund applications are processed and forwarded to the French Tax Authority by a representative based in France and recognized by the French Tax Authority. IMEX Management has appointed such a representative (*TEVEA International*) to handle the formalities and provide US exhibitors a simple, sure and prompt refund of the *VAT*. USA Pavilion exhibitors using the services of *TEVEA International* will obtain a refund of 92% of all *VAT* amounts paid. Detailed information will be provided in the USA Pavilion Exhibitor's Manual.

PRODUCT SHIPMENT

IMEX Management will arrange for shipment, one-way, of an allotment of 100 pounds of product samples per 12 sqm booth (*50 pounds for a half*

booth) from a consolidation point on the East Coast to the SIAL Paris show site, including customs clearance, storage and delivery to each exhibitor booth site. Exhibitors remain responsible for delivery of product samples to the designated consolidation point, all shipping charges in excess of the first 100 pounds as well as all charges for return shipments.

CO-EXHIBITORS (BOOTH SHARING)

No more than 2 companies may share a booth for an additional \$750 fee over the booth cost. Both companies will be listed in the official SIAL Catalog, USA Pavilion Directory, website and booth fascia. Both exhibitors will be issued badges bearing their own company names, the official SIAL catalog, USA Pavilion Directory, Exhibitor Manual and Visitor Contact Kit.

REPRESENTED COMPANIES (SUB-TENANTS)

Any exhibitor hosting represented companies (*sub-tenants*) on an individual 12 or 6 sqm booth will be charged an additional fee of US \$350 per sub-tenant. This fee covers administrative charges, 20 additional free visitor invitations and one listing in the official SIAL Show Catalog, USA Pavilion Directory and website. Represented companies are not entitled to exhibitor badges bearing their company names and will not receive the SIAL catalog, Exhibitor Manual or Visitor Contact Kit. The primary exhibitor will be responsible for the coordination with its sub-tenants.

ACT NOW! Space is limited and will be allocated based on the order applications and deposits are received.

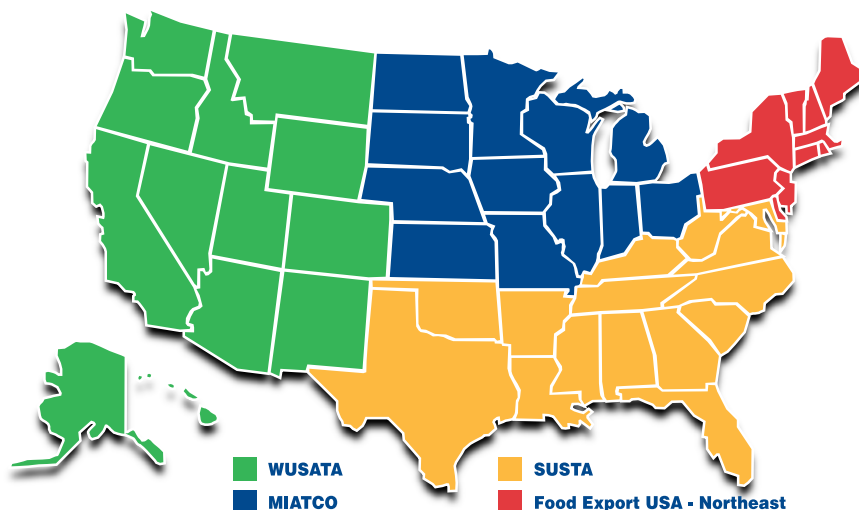
FINANCIAL ASSISTANCE AVAILABLE

SMALL BUSINESSES REACH NEW MARKETS

Your company may be eligible to take advantage of a financial support that helps offset the costs of exhibiting at international trade shows. By exhibiting in the USA Pavilion, eligible companies can receive up to **50% cost reimbursement** for a variety of expenses, including exhibiting fees, international travel costs, set-up rental and freight.

MAKE THE MOST OF YOUR PARTICIPATION AT SIAL

Exhibitors at the SIAL shows can register to participate in Food Show PLUS!™. This service provides you with the information and in-market support you need to be more prepared to do business at the show. The list of services offered is customized for each show but may include: pre-show feedback on the competitive position of your product, translation of company profile, on-site interpreters, pre-arranged meetings with potential buyers and follow-up assistance after the show.



WESTERN US AGRICULTURAL TRADE ASSOCIATION (WUSATA)

Vancouver, Washington

CONTACT

Alexa Hamilton
360.693.3373
360.693.3464 [fax]
www.wusata.org
alexa@wusata.org

MID-AMERICA INTERNATIONAL AGRI-TRADE COUNCIL (MIATCO)

Chicago, Illinois

CONTACT

Michelle Rogowski
312.944.3030
312.944.1144 [fax]
www.miatco.org
mrogowsk@miatco.org

FOOD EXPORT USA - NORTHEAST

Philadelphia, Pennsylvania

CONTACT

Suzanne Milshaw
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215.829.9777 [fax]
www.foodexportusa.org
smilshaw@foodexportusa.org

SOUTHERN US TRADE ASSOCIATION (SUSTA)

New Orleans, Louisiana

CONTACT

Dinorah Cobos
504.568.5986
504.568.6010 [fax]
www.susta.org
dinorah@susta.org



OCTOBER 17-21, 2004 PARIS, FRANCE WWW.SIAL.FR



APRIL 13-15, 2005
MONTREAL, CANADA
3RD EDITION



MARCH 16-18, 2005
SHANGHAI, CHINA
6TH EDITION



AUGUST/SEPTEMBER 2005
ARGENTINA/BRAZIL
5TH EDITION



IMEX
MANAGEMENT

THE USA PAVILION AT SIAL PARIS 2004 IS ORGANIZED BY IMEX MANAGEMENT, INC.

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Web www.sial.fr Contact Kelly Wheatley Email kellyw@imexmgt.com